

## Message Text

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ORIGIN EUR-12

INFO OCT-01 ISO-00 EB-07 BIB-01 PA-02 PRS-01 USIA-15

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APPROVED BY EUR/CAN:JHROUSE,JR.

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EUR/P-WJGEHRON

EB-CHAND

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R 200012Z JAN 76

FM SECSTATE WASHDC

TO AMEMBASSY OTTAWA

UNCLAS STATE 013625

E.O. 11652:N/A

TAGS: ETEL, ETRD, GATT, CA

SUBJECT: TV COMMERCIAL DELETION

1. WASHINGTON POST JANUARY 19 CARRIED FRONTPAGE STORY BY JACK MILLER, WITH TORONTO DATELINE, HEADLINED "NEW KIND OF BORDER WAR". STORY CONTAINS GENERALLY ACCURATE BACKGROUND ON RELATIONSHIP TO CANADA OF U.S. BORDER TV STATIONS, AND LIKELY IMPACT ON THAT RELATIONSHIP OF THE CRTC'S COMMERCIAL DELETION POLICY. STORY GAVE IMPRESSION, HOWEVER, THAT LAST WEEK'S USG-GOC CONSULTATIONS ON THIS SUBJECT WERE A FAILURE.

2. IN EFFORT TO CORRECT THIS MISREADING OF CONSULTATIONS, FOLLOWING PRESS GUIDANCE WAS GIVEN TO DEPARTMENT SPOKESMAN FOR NOON BRIEFING JANUARY 19. QUOTE--Q: DO YOU HAVE ANY COMMENT ON THIS MORNING'S WASHINGTON POST STORY ON THE SO-CALLED U.S.-CANADIAN BORDER TV WAR? A: THE BACKGROUND INFORMATION IN THE STORY ON THE HISTORICAL RELATIONSHIP BETWEEN THE U.S. BORDER STATIONS AND CANADIAN ADVERTISERS  
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AND VIEWERS IS GENERALLY ACCURATE. WE HAVE BEEN CONCERNED

ABOUT THE IMPLICATIONS OF THE COMMERCIAL DELETION POLICY OF THE CANADIAN RADIO-TELEVISION COMMISSION, AND A GROUP OF USG OFFICIALS WENT TO OTTAWA LAST WEEK TO CONSULT WITH CANADIAN OFFICIALS ON THIS MATTER. AS A RESULT OF THAT MEETING IT WAS AGREED THAT U.S. AND CANADIAN OFFICIALS WOULD MEET AGAIN IN THE NEAR FUTURE TO CONSIDER ALTERNATIVE MEANS--OTHER THAN COMMERCIAL DELETION--FOR ACHIEVING THE OBJECTIVES OF THE CANADIAN BROADCASTING SYSTEM. THE DISCUSSIONS WERE NOT AT ALL WAR-LIKE, AND IN FACT WERE CONDUCTED IN THE COOPERATIVE SPIRIT WHICH USUALLY CHARACTERIZES U.S.-CANADA EXCHANGES.--END QUOTE.

3. COPY OF POST ARTICLE BEING POUCHED.

4. MATTER DID NOT COME UP AT JANUARY 19 BRIEFING. KISSINGER

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## Message Attributes

**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** PRESS COMMENTS, ADVERTISING, POLICIES, TELEVISION BROADCASTING  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 20 JAN 1976  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** n/a  
**Disposition Approved on Date:**  
**Disposition Authority:** n/a  
**Disposition Case Number:** n/a  
**Disposition Comment:**  
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**Review Action:** RELEASED, APPROVED  
**Review Authority:** mendozsm  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 29 JUL 2004  
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**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
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**Subject:** TV COMMERCIAL DELETION  
**TAGS:** ETEL, ETRD, CA, GATT  
**To:** OTTAWA  
**Type:** TE  
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